



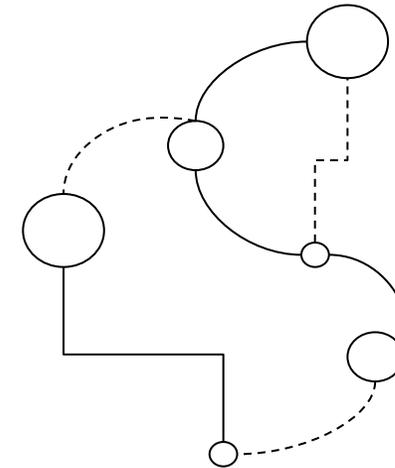
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Translating Evidence to Action: An Event-Based Vaccination Approach in Tanzania

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The Problem

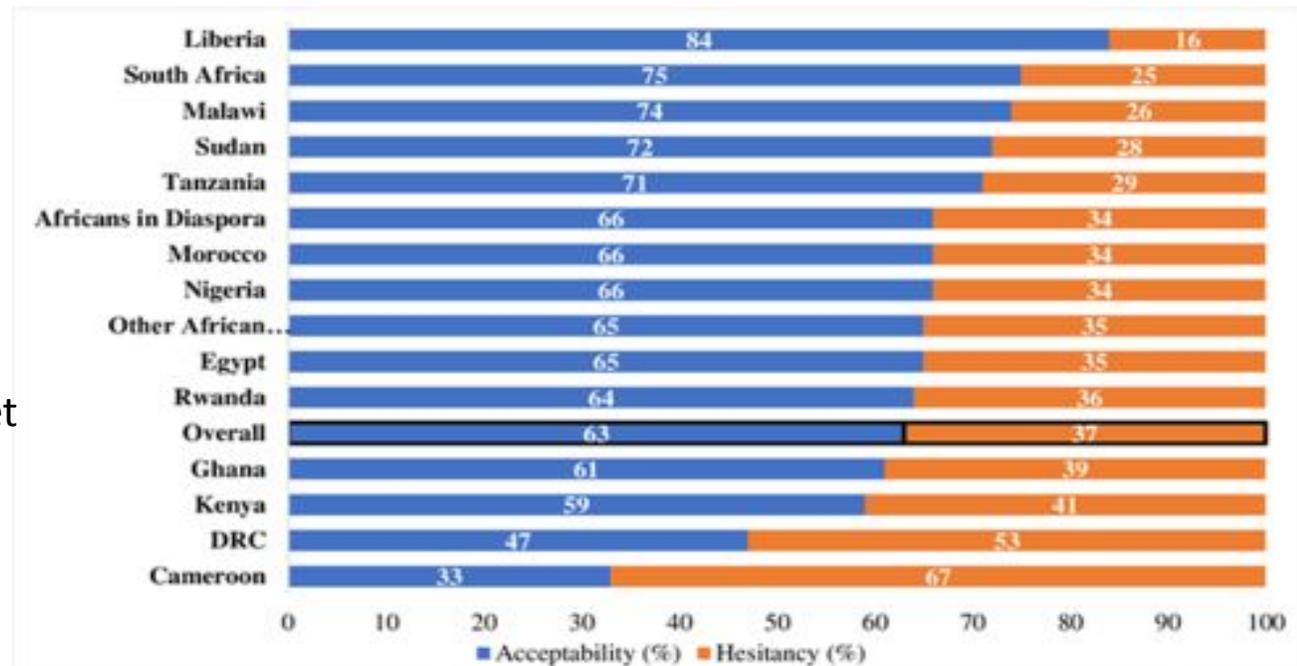
Situation overview

- Tanzania is among few countries that did not introduce any form of public health restrictions during the peak of COVID-19 infection
- 7.7% Tanzanians have received at least one dose of a COVID-19 vaccine
- Vaccines are available at all health facilities, but low utilization
- Information environment did not position COVID-19 vaccination as urgent or important
- Social norms around COVID-19 vaccination are poor
- Studies confirmed that people knew why and where to get vaccinated, trusted the vaccine safety and efficacy, and have high intentions, yet not getting vaccinated

Problem statement

- 71% of Tanzanians are willing to get vaccinated, however only 7.7% are vaccinated as at 20 June 2022.

Fig 1. Percentage distribution of COVID-19 vaccine acceptability and hesitancy in Africa.



The Solution

Actions

- Implemented event-based vaccination to address practical factors and social barriers
- Leveraged highly visible events such as football games to promote COVID-19 vaccination on communication channels and products including mass media, social media, below-the-line
- Developed the “rolling sleeves” gesture as a symbol for vaccination support
- Partnered with match organisers to offer free football tickets to those who got vaccinated against COVID-19

- Compared event-based with fixed-site vaccination from the same regions and day
- Comparative analysis of health facility and event-based vaccination data.
- Carried out interviews and focus group discussions to ascertain the barriers to health facility vaccination

“Though, I am willing and interested to get vaccinated, going to the health facility would waste my time and money” - FGD participant

Same Day Health Facility vs. Events-Based Vaccination

| S/n | Region | HFs Average Daily #Vx | 1-day Football Event # Vx |
|-----|---------------|-----------------------|---------------------------|
| 1 | Dar es Salaam | 5 | 95 |
| 2 | Kagera | 2 | 28 |
| 3 | Lindi | 2 | 25 |
| 4 | Mbeya | 2 | 48 |
| 5 | Morogoro | 4 | 36 |
| 6 | Mwanza | 2 | 46 |
| 7 | Pwani | 3 | 31 |
| 8 | Tanga | 2 | 38 |

Total vaccinated in 8 HFs = 22;
Total vaccinated in 8 football events = 347

Outcomes and Key Learnings

Outcomes and Impact

- Successfully leveraged media visibility around the football matches and players as advocates for vaccination:
 - 990 visibility materials, 106 mentions produced and amplified on radio
- Delivered key messages in support of COVID-19 vaccination at 8 football events
- Vaccinated 661 persons at the football games
- For M&E, compared number of vaccinations from the same days and regions: fixed site vs. event-based vaccination

Key Learnings

- **Event-based vaccination can be a successful approach when combined with health facilities and mobile outreach strategies** in settings with complacency towards vaccination, lack of convenient services and lack of supportive social norms
- **Highly visible events with a lot of media attention provide a high-impact platform:**
 - For public communications on vaccination
 - For engagement of key influencers as advocates

Future research question:

Rapid exit interviews and focus groups to determine why some persons willing to vaccinate and knowing the importance of COVID-19 vaccination wouldn't visit a health facility, however will accept the same vaccination at an event or through outreach.



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THANK YOU

